

**SOMETHING NEW
UNDER THE SUN**





THE BUG IDEA

A fun car that does a serious job. (Why not?)

Just try it once, and you'll realise why people say Bug or Nothing. Because the Bug is that very rare thing—not just a new car, but a completely new idea. There has never been anything like it before.

When you stand beside the Bug for the first time, and look at it, you realise at once what a unique machine this is. A conventional car has a more-or-less level bonnet, a more-or-less upright windscreen, a separate roofline, doors. The Bug has none of these; the whole top and front of the car sweep down in one uncompromising line. This is the cockpit canopy. Open the canopy-release and the whole top of the car swings up and forward, aircraft-style. You step across the side and pull down the canopy over you. The cockpit is roomy, but very snug; there are no concessions to Detroit-style gaudiness; everything is ergonomic, functional, even a little austere. The seats, for example, do not look like seats at all; they are more like astronauts' couches. You sit almost at full length; it is surprisingly comfortable. In front of you is the twelve-inch steering-wheel, giving you the classic, straight-arm position of the racing driver.

The driving experience

Now, start up. The controls are orthodox car controls. Everything is where you expect it to be; you know at once where you are and what you are doing. The steering response is positive and direct—driving the Bug is just like driving any other car.

There is one big difference: the sheer, darned excitement of the Bug itself. You come thundering down some quiet country road. At a junction, you pull up beside another car; any car. See the heads turn! See the fingers point! As you drive away, take a look in your rear-view mirror, at the people behind you. It'll make you smile; they'll all be talking about you! The Bug is like that.

Drive it on a motor-cycle licence: Tax it for £10 a year

If you've only passed the test for a motor-cycle,

and you've been holding back from buying a car—this is your chance. You won't need to take another test to drive the Bug.

When it comes to Road Tax, it is almost money in your pocket. Because the Bug is a three-wheeler, and weighs less than 8 cwt, it comes under a completely different set of regulations from conventional cars. This is why it costs only £10—as against £25—to tax. That's roughly 20p a week, as against roughly 50p.

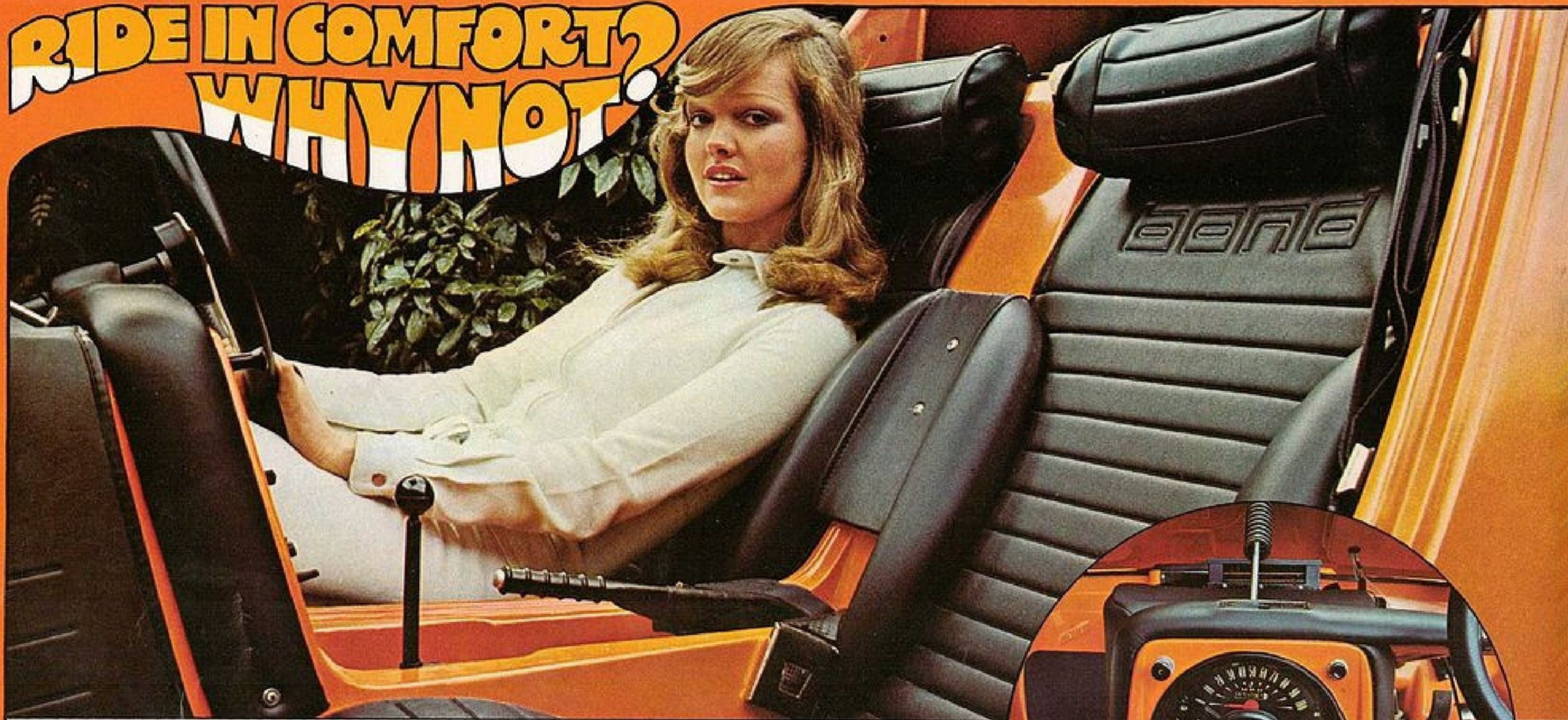
Shopping, commuting, about town

At the same time, the Bug is a serious, thoroughly practical two-seater car. It has a useful boot and a range between fill-ups of well over 200 miles.

If most of your driving is workaday A-to-B, or you need a car for work, the Bug could be just that touch of the out-of-the-ordinary that you have been looking for. It is cheap to run, quick to get in and out of, and highly manoeuvrable. Driving is easy—right down to the unbeatable, four-speed synchromesh gearbox. Also, it is remarkably easy to park: you can drive the centre wheel right up to the kerb, and you don't have to leave room at the sides for the doors to swing out.

It is, in fact, an excellent runabout. Better than that, it's a *funabout*.

RIDE IN COMFORT? WHY NOT?



The Bug does not claim to be a sports car; there are plenty of these. The Bug is something else: a fun car. The ride is comfortable: it has none of the cart-sprung harshness which used to be part and parcel of the "traditional" sports car ride. But the Bug does not seek to do what a lot of limousines do—to "cushion out" any feeling of speed. In the Bug, speed feels fast: you get the full exhilaration of it, whether you're cruising along at 50 or right at the legal maximum.

Partly, this is because the Bug—and you in it—are much more low-slung than in a conven-

tional car. Then again, you have excellent all-round vision: you can see the road whizzing past. The Bug ride is as unique, and as full of character, as the Bug itself. If there's one single thing about it that will stick in your memory, it's probably the way that, as you motor along, you and the Bug seem, as it were, to form one unit. This may sound fanciful but in fact there is a good reason for it.

Look at the way the human body is positioned in the Bug. The Bug is conceived, designed and *built round* the human frame as no conventional car can ever be.



Live rear axle—
spiral bevel pinion
on taper roller bearings.
Semi-floating.

Coil spring rear suspension
with trailing arms—
using telescopic dampers,
anti-roll bar and
Panhard rod.

4-speed gear box with
baulk ring
on forward speeds.

700cc OHV, 4-in-line engine
with alloy block and head.
Wet liners. Max. bhp 29 at 5000 rpm
(700 ES: 31 at 5000 rpm.)

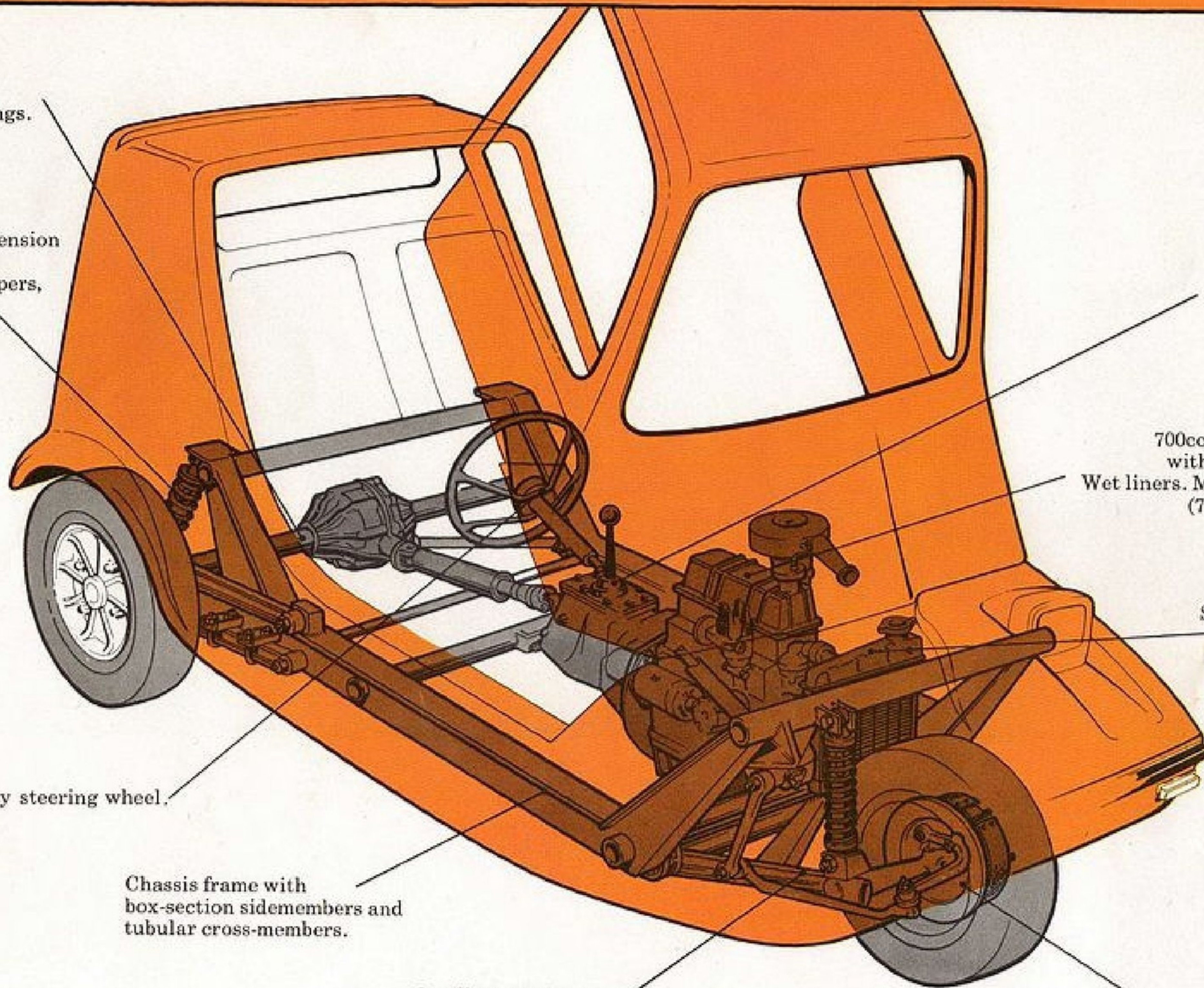
Sealed and pressurised
cooling system.

Safety steering wheel.

Chassis frame with
box-section sidemembers and
tubular cross-members.

Leading arm front
suspension with coil spring
and telescopic damper.

Hydraulic drum brakes
on all wheels.



ROAD HUGGING



One of the great things about the Bug's behaviour on the road is that "it goes exactly where you put it". You have a far more immediate sense of control than you do with a conventional car. Partly, this is because of the exceptional steering response and three-wheel suspension; partly, it comes from the special compensated rear suspension, which gives such excellent handling, with or without a passenger. But there is another reason, and a very important one; the Bug's wedge shape.

The great advantage here is that the Bug "cuts through the air"; it is rather like the bow of a ship, slicing cleanly through the water. This means that the Bug has very low

drag, and good stability in high winds. It also gives excellent "anti-lift" characteristics—the Bug is *pressed down*, onto the road surface, by the force of its own movement through the air. It is this effect, combined with a low centre of gravity, that enables the Bug to "hug the road" as it does.

This, of course, is part of the reason why it is such fun to drive. "It goes exactly where you drive it."

Mini wheels, maxi tyre life, low repair and maintenance costs

The Bug takes standard ten-inch wheels.

How often you replace tyres is up to you; it

depends on your driving! But three-wheel suspension is good for tyre-life; the single front wheel is always 'pointing the right way'. There is none of the scrubbing action on cornering which sometimes gives rise to uneven tyre wear on conventional cars.

Mechanically, the Bug is very robust and simple. The engine is a well proven one with an excellent reputation for long life. This is because the block and head are all-aluminium—like a Rolls-Royce's. (Conventional cars have cast-iron engines.) And, when rebore time comes round, it won't cost nearly as much as you think: the block has removable wet liners—so, in fact, it doesn't need to be rebored at all.

THE BODY



Just have a new set of liners put in: simpler, quicker, cheaper.

You have a big advantage in repair costs, too. Suppose that, one day, some other car bumps into your Bug. The actual bump may be quite small—but in a metal car, this could be enough to distort the whole body. With the Bug's glass fibre body, this distortion doesn't happen: the impact is not distributed through the whole body, but *localised*, to the area of contact. Holes can be patch-bonded without having to replace complete body sections.

Rap the side of the Bug with your knuckle. There is no hollow, tinny sound: it gives a deep, solid *thunk*. The body of the Bug is made not of metal but of tough, reinforced *glass fibre*. This is a big advantage to you: because glass fibre *cannot rust*. Rust is the great enemy of the conventional car. Nothing makes it look worse. Nothing makes it lose its value more quickly. Nothing is more impossible to stop. So if there's no garage for the Bug—don't worry. It doesn't need one!



**rustproof
weatherproof
needing no garage**

Which Bug is your Bug?

Bug 700. This is the simply-for-fun version, or the economy version, just as you like. No sidescreens though these can be added later. Fixed cockpit-cover. The basic 'bare Bug' for fresh air fiends.

Bug 700E. Mechanically the same as the 'bare Bug' version, but with full 'all-weather' equipment, including sidescreens and frames, hoodlock and telescopic damper, sun visor and interior light, heater/demister, and a number of styling refinements.

Bug 700ES. The ultimate, knockout Bug: high-compression engine, low profile tyres, wing mirrors, mud-flaps, and extremely special interior appointments—including covered steering-wheel, headrests, extra side and centre seat supports, deeply quilted cockpit lining—the lot!

Country-wide servicing network

A lot of specialised, "personality cars" have to be shipped back to the makers whenever they need servicing. Not the Bug. There are over 100 Bug Dealers up and down the country, ready, willing and able to keep your Bug buzzing along.

The normal warranty covers both parts and labour, lasts for a year or 12,000 miles, whichever comes sooner.

Seat belts included in the basic price.
Spare wheel extra on all Bugs except 700ES.
Any colour you like as long as it's Tangerine!



FUNBUG
WORKERBUG
bond
BUG

Reliant Motor Company Ltd., Tamworth, Staffs.
Tel: Tamworth (STD 0827) 4151